

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Attorney Docket No.: 14542US02

PATENT

In the Application of: )  
Jeyhan Karaoguz, et al. ) **Electronically Filed On August 1, 2007**  
Serial No.: 10/675,084 )  
Filed: September 30, 2003 )  
For: MANAGEMENT OF MULTIMEDIA )  
DISPLAY CONTENT IN A MEDIA )  
EXCHANGE NETWORK )  
Examiner: Wang, Liangche )  
Group Art Unit: 2155 )  
Confirmation No.: 5105 )  
)

**AMENDMENT UNDER 37 C.F.R. § 1.114**

Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

This paper responds to the Office Action mailed May 29, 2007 in the above-identified application and is being filed with a Request for Continued Examination. The Applicants respectfully request reconsideration of the claim rejections in view of the following amendments and remarks.